

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																		
NATURE OF CONVEYANCE:	ASSIGNMENT																		
CONVEYING PARTY DATA																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr><td>James Milton Rathburn</td><td>04/23/2008</td></tr> <tr><td>Laurence Blair Miller</td><td>04/14/2008</td></tr> <tr><td>Thomas J. Whymark</td><td>04/23/2008</td></tr> <tr><td>Huaiyeu Huey Yu</td><td>04/14/2008</td></tr> <tr><td>Hui-Tung Yang</td><td>04/23/2008</td></tr> <tr><td>Steve Shindle</td><td>04/23/2008</td></tr> <tr><td>Jonathan Chazen</td><td>04/15/2008</td></tr> <tr><td>Joseph Kaminski</td><td>04/16/2008</td></tr> </tbody> </table>		Name	Execution Date	James Milton Rathburn	04/23/2008	Laurence Blair Miller	04/14/2008	Thomas J. Whymark	04/23/2008	Huaiyeu Huey Yu	04/14/2008	Hui-Tung Yang	04/23/2008	Steve Shindle	04/23/2008	Jonathan Chazen	04/15/2008	Joseph Kaminski	04/16/2008
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RECEIVING PARTY DATA																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20%;">Name:</td><td>The Nielsen Company (US) Inc., a New York Corporation</td></tr> <tr><td>Street Address:</td><td>770 Broadway</td></tr> <tr><td>City:</td><td>New York</td></tr> <tr><td>State/Country:</td><td>NEW YORK</td></tr> <tr><td>Postal Code:</td><td>10003</td></tr> </table>		Name:	The Nielsen Company (US) Inc., a New York Corporation	Street Address:	770 Broadway	City:	New York	State/Country:	NEW YORK	Postal Code:	10003								
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PROPERTY NUMBERS Total: 1																			
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CORRESPONDENCE DATA																			
<p>Fax Number: (312)580-9696</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: mwzimmerman@hfzlaw.com</p> <p>Correspondent Name: Hanley, Flight & Zimmerman, LLC</p> <p>Address Line 1: 150 S. Wacker Drive</p> <p>Address Line 2: Suite 2100</p> <p>Address Line 4: Chicago, ILLINOIS 60606</p>																			

OP \$40.00 12350223

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PATENT
REEL: 023197 FRAME: 0794

ATTORNEY DOCKET NUMBER:	20004/388US
NAME OF SUBMITTER:	Michael W. Zimmerman
<p>Total Attachments: 25</p> <p>source=388US_Executed_Assignments#page1.tif source=388US_Executed_Assignments#page2.tif source=388US_Executed_Assignments#page3.tif source=388US_Executed_Assignments#page4.tif source=388US_Executed_Assignments#page5.tif source=388US_Executed_Assignments#page6.tif source=388US_Executed_Assignments#page7.tif source=388US_Executed_Assignments#page8.tif source=388US_Executed_Assignments#page9.tif source=388US_Executed_Assignments#page10.tif source=388US_Executed_Assignments#page11.tif source=388US_Executed_Assignments#page12.tif source=388US_Executed_Assignments#page13.tif source=388US_Executed_Assignments#page14.tif source=388US_Executed_Assignments#page15.tif source=388US_Executed_Assignments#page16.tif source=388US_Executed_Assignments#page17.tif source=388US_Executed_Assignments#page18.tif source=388US_Executed_Assignments#page19.tif source=388US_Executed_Assignments#page20.tif source=388US_Executed_Assignments#page21.tif source=388US_Executed_Assignments#page22.tif source=388US_Executed_Assignments#page23.tif source=388US_Executed_Assignments#page24.tif source=388US_Executed_Assignments#page25.tif</p>	

ASSIGNMENT

Serial No: 12/350,223
Filed: January 7, 2009
Title: METHODS AND APPARATUS TO MONITOR, VERIFY, AND RATE
THE PERFORMANCE OF AIRINGS OF COMMERCIALS

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to The Nielsen Company (US) Inc., a New York corporation, 770 Broadway, New York, New York, 10003 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) and in said application and any and all other applications, United States, international and/or foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and/or foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

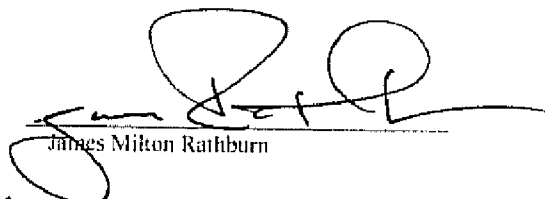
For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed

in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this 23 day of April, 2008.

State of Florida

County of Pinellas

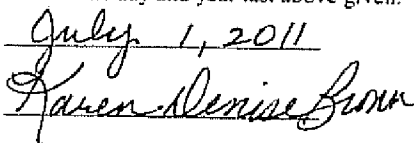

James Milton Rathburn

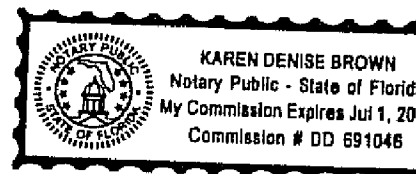
On this 23 day of April, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared James Milton Rathburn, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: July 1, 2011

Notary Public:





WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Laurence Blair Miller

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Laurence Blair Miller, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this 23 day of April 2008

State of Florida

County of Pinellas

Thomas J. Whymark IV
Thomas J. Whymark

On this 23 day of April 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Thomas J. Whymark, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

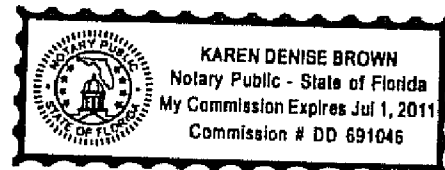
WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

July 1, 2011

Notary Public:

Karen Denise Brown



WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Huaiyeu Huey Yu

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Huaiyeu Huey Yu, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this 23 day of April 2008

State of Florida

County of Pinellas

Hui-Tung Yang
Hui-Tung Yang

On this 23 day of April 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Hui-Tung Yang, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

July 1, 2011

Notary Public:

Karen Denise Brown



WITNESS my hand this 23 day of April 2008

State of Florida

County of Pinellas

Steve Shindle
Steve Shindle

On this 23 day of April 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Steve Shindle, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

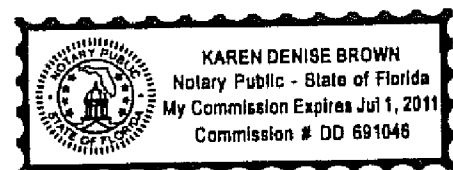
WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

July 1, 2011

Notary Public:

Karen Denise Brown



WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Jonathan Chazen

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Jonathan Chazen, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Joseph Kaminski

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Joseph Kaminski, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

ASSIGNMENT

Serial No: 12/350,223
Filed: January 7, 2009
Title: METHODS AND APPARATUS TO MONITOR, VERIFY, AND RATE
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WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

James Milton Rathburn

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared James Milton Rathburn, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this 14 day of April, 2008

State of Florida

County of Pinellas

Laurence B. Miller
Laurence Blair Miller

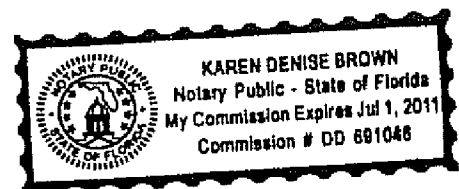
On this 14 day of April, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Laurence Blair Miller, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

July 1, 2011
Karen Denise Brown



WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Thomas J. Whymark

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Thomas J. Whymark, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Huaiyeu Huey Yu

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Huaiyeu Huey Yu, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Hui-Tung Yang

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Hui-Tung Yang, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Steve Shindle

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Steve Shindle, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Jonathan Chazen

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Jonathan Chazen, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Joseph Kaminski

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Joseph Kaminski, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

ASSIGNMENT

Serial No: 12/350,223

Filed: January 7, 2009

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THE PERFORMANCE OF AIRINGS OF COMMERCIALS

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PATENT

REEL 020497 FRAME 0806

in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

James Milton Rathburn

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared James Milton Rathburn, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Laurence Blair Miller

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Laurence Blair Miller, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

PATENT

REEL-023497 FRAME-0807

WITNESS my hand this _____ day of _____.

State of _____

County of _____

Thomas J. Whymark

On this 14th day of April, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Thomas J. Whymark, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 9/26/2011

Notary Public: _____

WITNESS my hand this 14th day of April, 2008.

State of New Jersey

County of Essex

Huiyeu Huey Yu

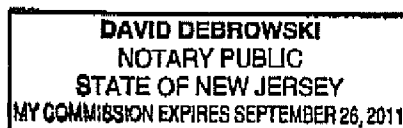
On this 14th day of April, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Huiyeu Huey Yu, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 9/26/2011

Notary Public:

David Debrowski
David Debrowski



PATENT

REEL 023497 FRAME 0808

WITNESS my hand this _____ day of _____, _____,

State of _____

County of _____

Hui-Tung Yang

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Hui-Tung Yang, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____,

State of _____

County of _____

Steve Shindle

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Steve Shindle, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Jonathan Chazen

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Jonathan Chazen, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

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Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Joseph Kaminski

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Joseph Kaminski, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

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The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed

in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____ James Milton Rathburn

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared James Milton Rathburn, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____ Laurence Blair Miller

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Laurence Blair Miller, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____

State of _____

County of _____ Thomas J. Whymark

On this _____ day of _____, before me, a Notary Public in and for the County and State aforesaid, appeared Thomas J. Whymark, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____

State of _____

County of _____ Huaiyau Huey Yu

On this _____ day of _____, before me, a Notary Public in and for the County and State aforesaid, appeared Huaiyau Huey Yu, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____ Hui-Tung Yang

On this _____ day of _____, before me, a Notary Public in and for the County and State aforesaid, appeared Hui-Tung Yang, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____ Steve Shindle

On this _____ day of _____, before me, a Notary Public in and for the County and State aforesaid, appeared Steve Shindle, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this 15TH day of APRIL, 2008

State of NEW JERSEY

County of BERGEN

Jonathan Chazen
Jonathan Chazen

On this 15TH day of APRIL, 2008 before me, a Notary Public in and for the County and State aforesaid, appeared Jonathan Chazen, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 7/27/2009

Notary Public:

Gilberta Fabore

WITNESS my hand this _____ day of _____, _____

State of _____

County of _____

Joseph Kaminski

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Joseph Kaminski, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

ASSIGNMENT

Serial No: 12/350,223
Filed: January 7, 2009
Title: METHODS AND APPARATUS TO MONITOR, VERIFY, AND RATE
THE PERFORMANCE OF AIRINGS OF COMMERCIALS

For good and valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assigns to The Nielsen Company (US) Inc., a New York corporation, 770 Broadway, New York, New York, 10003 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States (which may be a Patent Cooperation Treaty international application designating the United States) and in said application and any and all other applications, United States, international and/or foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and/or foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of any such application(s) when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all international, divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed

in said assignee, its successors and assigns. whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

James Milton Rathburn

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared James Milton Rathburn, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Laurence Blair Miller

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Laurence Blair Miller, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Thomas J. Whymark

On this ____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Thomas J. Whymark, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____

Huaiyeu Huey Yu

On this ____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Huaiyeu Huey Yu, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____ Hui-Tung Yang

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Hui-Tung Yang, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____, _____.

State of _____

County of _____ Steve Shindle

On this _____ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Steve Shindle, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this _____ day of _____

State of _____

County of _____

Jonathan Chazen

On this __ __ day of _____, _____, before me, a Notary Public in and for the County and State aforesaid, appeared Jonathan Chazen, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

WITNESS my hand this 16 day of April 2008.

State of New Jersey

County of Monmouth

Joseph Kaminski
Joseph Kaminski

On this 16 day of April, 2008, before me, a Notary Public in and for the County and State aforesaid, appeared Joseph Kaminski, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

Notary Public: _____

Joseph Marrone

OFFICIAL SEAL
Joseph Marrone
Notary Public-New Jersey
My Commission Expires
June 21, 2010